

24 April 1974

MEMORANDUM FOR: Director of Central Intelligence
THROUGH : Deputy Director for Intelligence
FROM : Director of Current Intelligence
SUBJECT : Points to be made at USIB in Regard
to the NID User Survey

1. Attached are copies of the questionnaire which you approved the other day, together with lists of the principals to whom they might wish to talk. I would suggest that you make the following points:

--We have now been publishing the NID for three months, and we think it's time to see how well it is serving its readership. The NSC Staff seems to be generally in favor, as do one or two of the principals to whom you have already talked, but a more systematic approach is in order.

--We have prepared a questionnaire which is designed to be educational for the readers as well as to elicit information. It is, however, only a guide, and we recognize that some senior officers will not sit still for all these questions, much less fill out the form themselves. The basic question is: does the audience for which it is designed find it a promising enough experiment for us to continue?

--You believe you should talk to Drs. Kissinger and Schlesinger and the WSAG principals yourself, but each of the USIB principals might like to raise the question with those of his principals that you will not have an opportunity to see. If they would rather not, we would of course undertake to do it ourselves.

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2. You have already talked to Rush (an endorsement) and Ash (slightly on the negative side). This leaves for you:

--The Vice-President, if you think it appropriate.

--Kissinger

--Scowcroft

--Schlesinger

--Clements

--Moorer

--Admiral Anderson

3. We are asking [] to talk to Sisco, Sonnenfeldt, Eagleburger, Lord, and Springsteen; [] to talk to Simon (no Deputy Secretary has been named).

4. In Defense, we should ask de Poix to talk to General Seignious, each of the service chiefs to talk to their Secretary and Chief of Staff (Rectanus has no Secretary, but he does have Cushman). In addition you should certainly invite all the DOD principals, including Hall and Allen to comment for themselves.

5. The only remaining readers not provided for on this list are:

--Secretary Weinberger, to whom I shall talk if you think it useful.

--Flannigan and Brooks in the White House economic apparatus, whom either Ed Proctor or I will handle.

--Ambassador Johnson and your friend Ikle in the arms control game. I will ask Howard Stoertz to talk to them.

[]
Director of Current Intelligence

Attachments: a/s

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National Intelligence Daily Reader Survey

1. The NID is designed to serve as an authoritative source on current international developments of most concern to the US policy-maker. It should provide a daily selection of news and analysis, fortified by all-source intelligence, independent of the commercial press. Inevitably, however, some of its coverage will seem to be in competition with the press. Do you find the NID:

More accurate than the Post and Times? or less?

More focussed on policy issues? or less?

Merely repetitive?

Easier to read and digest? or less?

More current? or less?

2. The NID is designed so that you can scan quickly, read comprehensively, or read in your area of interest and scan in others. Do you:

Scan the headlines and select?

Read the Summary and select?

Read the NID cover to cover?

3. Do you find the longer articles useful? Do you have time to read them? Do they provide you with material you would normally not get? Would you like to see more or less? Any special interests?

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4. Do you find the Summary useful, or would you rather see the space devoted to fuller reporting?

5. Do you find the NID meets your daily intelligence needs (except for longer studies and estimates), or do you find it necessary to read other daily intelligence publications as well?

6. The NID represents a compromise between the necessity for currency of reporting and the desirability of analytic treatment. Do we have the right balance? Should we give more emphasis to current factual reporting or to analysis at some sacrifice of timeliness?

7. CIA coordinates as much of the NID's content as possible with DIA and INR, and includes substantive dissents. In your mind, does this make the NID more useful?

8. The present Central Intelligence Bulletin will soon become the National Intelligence Bulletin. Issued in a conventional format, it will be designed for officials at a level below the present NID readership. It will therefore be limited in its use of sensitive intelligence materials. It will contain perhaps half the current intelligence now included in the Daily, and will not publish longer articles. Would you prefer:

The NID as is?

The NID with changes?

A "high-level" edition of the National Intelligence Bulletin containing those sensitive materials now used only in the NID (parallel to the old "Black" edition of the CIB)?

A daily oral briefing?

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